

IV. Outreach Summary

PACIFIC RIM RESOURCES

Public Affairs and Communications

Pike/Pine Neighborhood Planning, Phase 2

**Summary of Outreach Activities
November 1997 – June 1998**

16 June 1998

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Pike/Pine Neighborhood Plan, Phase 2

Summary of Outreach Activities, November 1997 – June 1998

In November 1997, the Pike/Pine neighborhood planning committee began Phase 2 of the planning process. There were five committees charged with developing different components of the plan:

- Arts and culture
- Economic development
- Housing and land use
- Human services (primarily run by the Capitol Hill Neighborhood Planning team)
- Urban design

The planning committee conducted outreach for the general planning process. In addition, each of the committees also conducted outreach on their own specific issue areas.

Overall outreach

The Pike/Pine Urban Neighborhood Coalition (P/PUNC) distributed a **newsletter** each month that primarily focused on planning activities. P/PUNC's **monthly meetings** were usually centered on the progress of Phase 2 planning. In March 1998, P/PUNC agreed to officially merge its monthly meetings with the planning committee's outreach activities. There was also a **planning hotline** with recorded information on Pike/Pine planning events and committee meetings, which was housed by the Capitol Hill Neighborhood Service Center.

On May 6, 1998, P/PUNC and the planning committee sponsored a **check-in event** for the community to review all of the committees' recommendations. About 25 people attended. While the attendees responded favorably to all of the recommendations, six rose to the top as their priority recommendations:

- -Establish a conservation district
- Develop a master plan for Boren Park
- Encourage arts events in the neighborhood
- Create an Arts Council and Center
- Narrow Pike Street, widen sidewalks, and plant trees
- Extend the mixed-use overlay to the C2 zone

On June 3, 1998, the neighborhood planning committee held an **open house/party** to celebrate the completion of the draft plan. Over 60 people came to the party, reviewing the various recommendations and discussing them with committee members. Publicity for the check-in event included:

- *Mailing:* The May issue of the P/PUNC newsletter announced the June 3 party. A flyer was also mailed out to approximately 500 residents of the neighborhood.

- **Advertising** An ad was placed in the May 28 issue of *The Stranger*.
- **Media relations:** Press releases were mailed to 25 media outlets. A follow-up call was also made to the editor of *The Capitol Hill Times*, who attended the event.
- **Flyer/Poster:** In addition to being mailed, the flyer was posted throughout the neighborhood, distributed in grocery bags at QFC, and made available at stores, cafes and galleries in the area.

A two-page summary of the draft plan was produced and mailed in mid- June. Comments on the draft plan are being collected until July 6.

Committee outreach

Arts and culture

1 In addition to its monthly meetings, the arts and culture committee held a community forum on the future of the arts in the area. The forum was very well attended, drawing approximately 85 people from the Pike/Pine neighborhood and the greater Capitol Hill/First Hill arts community. Publicity included:

- **Mailing:** Flyers were sent out to the Pike/Pine mailing list and all holders of business licenses in the neighborhood. The Seattle Mime Theater, Mwoyo Arts, Arts Orbit, and the Northwest Actors Guild also provided **names** from their mailing lists.
- **Advertising** An ad was placed in the April 22 issue of *The Stranger*.
 - **Press release:** Press releases were mailed to 25 media outlets.
 - **Flyer/Poster.** In addition to being mailed, the flyer was posted throughout the neighborhood, distributed in grocery bags at QFC, and made available at stores, cafes and galleries in the area.

Thirty-two comment forms were returned. Nearly all of the respondents strongly supported the idea of an arts council. Of the five suggested functions of an arts organization, producing an arts festival and developing artist housing were considered the most important, although they were not overwhelmingly favored over the other functions.

Copies of the agenda, the flyer, the ad, and the comment form are attached to this summary.

Economic development

The committee kicked off its activities with an introduction in the November 1997 issue of the P/PUNC newsletter, requesting input on an economic vision for the neighborhood. This was followed by a focus on business issues at the December P/PUNC meeting.

In late March 1998, the committee also mailed out a survey to 570 businesses, property owner, and residents, and distributed 50 additional surveys by hand. A total of 30 surveys were returned. The survey results indicated that the business community's top priorities were parking, maintaining independently owned businesses, public safety, and improving the neighborhood's streetscape. Respondents also felt that rent-affordability, the existing retail culture, and parking were key factors in their decision to stay in the neighborhood. A copy of the survey is attached, and full results are listed in the Economic Development appendix.

In May, the committee held a focus group to discuss the survey results and the committee's draft recommendations, which drew five participants. Other information gathering activities during the month included a meeting with the Capitol Hill Housing Improvement Program and the City of Seattle's Strategic Planning Office, and participation in the May 6 check-in event.

Pacific Rim Resources, the outreach consultant, also prepared a marketing plan for Arts Orbit, which the economic development committee will begin implementing in Summer 1998.

Housing and land use

Housing was profiled in the December 1997 issue of the P/PUNC newsletter, and was the featured topic at the January 1998 meeting.

The committee gathered information on challenges to affordable housing in Pike/Pine through interviews with developers, architects, and property owners in February and March of 1998. Many of the committee's Phase 2 recommendations stemmed from analysis of these interviews. Developers and architects felt that while the neighborhood has many underutilized sites where housing could be built, rising land costs, open space requirements, parking, complicated development standards, and a complex design review process make it difficult to construct housing or to redevelop existing buildings. Property owners agreed that parking was a thorny issue for the neighborhood, and suggested lowering parking requirements would encourage new and rehabilitated housing developments.

Urban design

The urban design committee held monthly meetings once a month until April, and then changed to a weekly meeting schedule. Various aspects of their work, such as parking and transportation, were highlighted in the newsletters and at the monthly general meetings.

Appendix

Outreach materials

Economic development survey
March -April 1998

Arts Orbit marketing plan

Arts forum
April 21, 1998

Flyer
Advertisement
News release
Agenda
Panelist biographies
Comment form

Open house
June 3, 1998

Flyer
Advertisement
News release
Display boards of recommendations
Comment form

Merchants of Pike/Pine
Survey of Businesses—Spring 1998

Return surveys to MoPP, 1121 Pike Street,
Seattle, WA 98101 or fax to 206-622-3216.

Business Name: _____ Contact Person: _____

Address: _____ Phone: _____

Fax: _____ Email: _____ Web site: _____

Merchants of Pike/Pine (**MoPP**) is a group of business people who are organizing to help the Pike/Pine neighborhood thrive as a destination for shopping, dining, entertainment, night life, automobile **sales** and general commerce. **Please** take a moment to complete our interest inventory so that we **will** be better able to address your individual goals as a member of our business community.

♦ How long have you been doing business in Pike/Pine? _____

♦ What do you see as the highest priority for neighborhood improvement to ensure the future success of your business?

♦ What factors, if any, **might** motivate you to move your business out of the neighborhood?

♦ Do you plan to expand your business? Yes No
Are there any constraints present which prevent your doing so?

♦ One of our highest priorities is to ensure that as this neighborhood develops it retains **its unique** character. We feel that one way to do this is to encourage small, independent businesses, working collectively toward their retention and recruitment. Do you agree with this strategy? Yes No
Would you be **willing** to work with us, giving time and/or resources? Yes No
Any comments on this? _____

♦ Briefly describe your vision of how Pike/Pine should **develop** over the next **5-10** years:

Merchants of Pike/Pine Business Survey—Page Two

One of the biggest current draws to Pike/Pine is its vibrant night life. We want to capitalize on that by creating night time events and encouraging all merchants to stay open late one night a week (perhaps Thursdays?) and offering specials for shoppers. We would organize performances or other events to take place, and would collectively promote this through advertising and media relations. "Moonlight Madness in Pike/Pine!" Is this promotion something your business would participate in? Yes No

- ◆ Our association has produced several small yet successful events. We are building on this success and will add new events to the Pike/Pine calendar. We hope that you want to join us! Please circle the event which your business will participate in, and indicate whether you will commit time, 'money, resources, or ail three:

Event	Time	Money	Resources	All Three
Street Fair (2 nd annual)	_____	_____	_____	_____
Spring Clean (1 st annual)	_____	_____	_____	_____
Arts Orbit (monthly-first Saturday)	_____	_____	_____	_____
Planting/Improvement Projects	_____	_____	_____	_____
Outdoor Flea Market (2 nd annual)	_____	_____	_____	_____
Auto Row Show (cars as art)	_____	_____	_____	_____
Night Lights (Fringe Festival arts installations)	_____	_____	_____	_____

- ◆ Are you interested in participating in group advertising? Yes No
If yes, which medium(s) would you find most effective? _____
Any particular theme which the advertising campaign should use? _____

- ◆ Capitol Hill already has many exciting events which bring people to our area. If our organization were to partner with an existing event to plan a coordinated or complimentary event or promotion, would you participate? Yes No
Circle the events you are interested in partnering with:

Seattle Fringe Theater Festival Seattle Film Festival Gay Pride Parade

- ◆ Have you been involved with P/PUNC and/or the Neighborhood Planning Process? Yes No
If not would you like to be?. Yes No
Which element(s) of planning would you be most Interested in? (Circle your answers)

Housing and Urban Design Arts & Culture Business Development

- ◆ Would you like to be part of a business group advising on the urban design plan (one meeting every 4-6 weeks)?
Yes No

- ◆ Several groups around are beginning to organize for the purpose of creating an entity whose mission is to promote the arts on Capitol Hill. Would you like to participate? Yes No
The Arts & Culture Committee is going to be doing a survey of residents and business. Would you like to be approached for this survey? Yes No

Any other comments?

Thank you for your time!

PIKE/PINE NEIGHBORHOOD MARKETING PLAN

The Pike/Pine neighborhood is at a crossroads. Having created a vision for the neighborhood as it enters the next century, community leaders must transform that vision into reality. The neighborhood already has a great deal to offer, and the community has devised a compelling vision for the area's future. We are happy to present a strategy for communicating Pike/Pine's current and future assets to the consumer.

Situation analysis

The Pike/Pine neighborhood is home to a diverse assortment of residential and commercial facilities. Apartment buildings and condominiums stand next to art spaces such as galleries and performance and recording studios. Bookstores, clothing shops, automobile showrooms, restaurants and bars line neighborhood streets.

While the area is growing, the neighborhood is hindered by a low profile. Few people recognize the area as a separate neighborhood or are familiar with neighborhood boundaries. Despite the close proximity, few convention center visitors or downtown office workers venture to the Pike/Pine neighborhood for lunch, errands, or after-work entertainment. Many see the area as a travel corridor rather than as a destination.

The vision of Pike/Pine developed in the planning process suggests a neighborhood that supports a vibrant, unique collection of businesses, that houses a broad mix of residents, and that values its historic ties. Establishing a solid identity for the neighborhood will be instrumental to nurturing each of these qualities. A marketing plan should focus on getting the facts about doing business in Pike/Pine, shaping the neighborhood identity, generating excitement, and increasing awareness of the area.

Audience

As a gateway both to the central business district and to some of the most densely populated residential areas in Seattle, the Pike/Pine neighborhood has an enviable location. The challenge lies in attracting the consumer who might otherwise pass through or take their business downtown or to Broadway. A marketing plan should target three main groups: downtown and First Hill workers, commuters who travel on Pike or Pine Street, and Pike/Pine, Broadway, and First Hill residents.

- *Downtown and First Hill workers*

Most employees have about an hour for lunch. Restaurant promotions to these workers should highlight the convenience of the Pike/Pine neighborhood, fast service, and good food. Restaurants might consider providing delivery service to nearby buildings. Other promotions might focus on the convenience of services such as drycleaning or grocery stores.

- *Commuters who travel on Pike or Pine Street*

This group frequents the Pike/Pine area, but primarily as passers-by. The group includes residents of Capitol Hill, Montlake, Madison Park, Madrona, and the Central area. Targeted promotions should focus on creating reasons for making a stop in the neighborhood, and helping to make stopping convenient. Because of the transient nature of this group, signage will be an important tool in reaching this market.

- *Pike/Pine, Broadway, and First Hill residents*

Residents of these nearby neighborhoods are a natural target for promotions of Pike/Pine businesses. Mailings and signage will be helpful in reaching this group.

Key messages

Simplicity is crucial. Daily, consumers are bombarded with advertisements and information from Seattle businesses. Marketing for Pike/Pine should follow common themes to help shape an image for the neighborhood and provide the consumer with easily digestible messages. We recommend focusing on these three messages:

- Pike/Pine is a unique, arts- oriented neighborhood, distinct from Capitol Hill and First Hill.
- Pike/Pine is convenient to First Hill and downtown for dining and shopping.
- Pike/Pine is an entertainment destination for theater, movies, and galleries.

Promotions

We recommend a marketing plan that includes four elements: get the facts, shape an identity, generate excitement, and create awareness. When possible, the neighborhood should enlist the help of students from area universities and colleges who may be glad for the opportunity to put their growing expertise to work.

1. Get the facts

Talk to businesses. Discussions with area business and property owners will help to reveal the benefits and challenges of doing business in Pike/Pine. This will help tailor marketing efforts to the needs of businesses, increase the effectiveness of marketing to prospective businesses, and nourish the ongoing exchange of dialogue and resources between Pike/Pine businesses.

Timing:	<i>Near- term</i>	Estimated Cost:	
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Conduct focus groups. Focus groups of workers in the surrounding areas would help to reveal barriers and potential lures for increased patronage of Pike/Pine businesses. Participants could be drawn through mailings, and might be provided a small fee or a free dinner or theater ticket.

Timing:	<i>I Near- term</i>	Estimated Cost:	
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Research the market. University of Washington, Seattle Central Community College, and Seattle University students may be interested in performing a market analysis for the Pike/Pine neighborhood as a part of their classwork. This information could be used to create a marketing strategy tailored to potential customers of Pike/Pine businesses.

Timing:	1998-1999	Estimated Cost:	
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2. Shape an identity.

Name. There seems to be low name recognition of "Pike/Pine" as a neighborhood. While Pike and Pine streets are widely known, because these streets span from Elliot Bay to Lake Washington, "Pike/Pine" does not readily suggest the area between 15th and I-5. Further, "Pike Street" is closely associated with the market and the downtown area.

Either more clearly delineating the Pike/Pine neighborhood to visitors or creating a new name would help to give the area a separate identity. In the first case, a tag-line might be added to any uses of the name "Pike/Pine" that reads "Gateway to Downtown."

Alternatively, "Pine Crest," a name for the neighborhood used by developers in the 1930's, could be resurrected. Other possibilities for might draw on Seattle imagery or build on the concentration of artists in the neighborhood, such as "Emerald Quarter," "Convention Quarter" or "Playhouse."

Adoption of a neighborhood logo will also be helpful in shaping an identity.

Timing:	<i>Near-term</i>	Estimated Cost:	
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Signs. Signs welcoming visitors to the Pike/Pine area at neighborhood borders would help to define the area. Creating this sense of place helps to transform the area from a travel corridor to a destination.

Timing:	<i>Near-term</i>	Estimated Cost:	
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3. Generate excitement.

Web Site. A neighborhood website should be created that outlines current activities in the neighborhood planning process and highlights area businesses.

Timing:	<i>Summer 1998</i>	Estimated Cost:	
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Events. Special events should be organized to draw in consumers. These could tie in with existing events such as Seafair or Bite of Seattle: "Sidewalk days" sales might be a draw for those who regularly drive through the neighborhood. Arts promotions might focus on encouraging theater patronage ("Pike/Pine Live!").

Timing:	<i>Ongoing</i>	Estimated Cost:	<i>Varies</i>
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Press Packages. Press packages could be developed that highlight current businesses and planned development in the area. Information about Pike/Pine's planning process could be provided. Release of packages could coincide with a neighborhood event.

Timing:	<i>Summer 1998</i>	Estimated Cost:	
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Expand and Update Arts Orbit. We recommend that the committee foster continued growth of Arts Orbit.

- Update Arts Orbit's image — including brochures and posters — perhaps by working with graphic design students. A name change to include Pike/Pine in the identity might also be considered.
- Distribute press releases, and have individual galleries produce their own press releases. Pitch arts reporters with key messages.
- Provide businesses with copies of press mentions due to Arts Orbit.
- Organize guided tours of galleries for both gallery owners and the public.
- Make Arts Orbit an all-day event, by including a variety of performance art in all types of venues. This will broaden the scope of Arts Orbit to include restaurants, bars, theaters, and possibly outdoor locations such as Columns Park, Boren Park, and SCCC's open space at Broadway and Pike.
- Provide brochures to concierges and offer them special tours.

- Create an Arts Orbit website.
- Track participation in Arts Orbit.
- Talk to gallery patrons and determine what would increase their level of interest in Arts Orbit.
- Ask participating businesses to focus openings and other special events on first Saturdays.
- Else, I think other things will arise as you develop key messages.

Timing:	<i>Summer 1998</i>	Estimated Cost:	<i>Varies</i>
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4. Create awareness.

Mailings. Coupon mailings could be made to office buildings and health care facilities about lunch spots in Pike/Pine. Mailings could emphasize Pike/Pine's close proximity to downtown and First Hill ("Bored with your lunch routine? Take a five-minute stroll through Freeway Park and find Pike/Pine restaurants like...").

Timing:	<i>Ongoing</i>	Estimated Cost:	<i>Varies</i>
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Advertisements. Promote area businesses through coupons/advertisements in neighborhood papers such as the Capitol Hill Times.

Timing:	<i>Ongoing</i>	Estimated Cost:	<i>Varies</i>
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Interior signs on Metro buses could promote Pike/Pine lunch spots, theaters, or retail. Messages might include: "Take Metro's #10 'Lunch Express' to Pike/Pine!" or "Dinner and a movie, anyone? Take the #10 to Pike/Pine!"

Timing:	<i>Summer 1998</i>	Estimated Cost:	<i>\$2,700 for 110 3-color interior signs</i>
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Pike/Pine Marketing Kits. As members of the committee have discussed, marketing kits describing Pike/Pine could provide a snapshot of the neighborhood to prospective businesses. The tool kit could include summary statistics about doing business in Pike/Pine, descriptions of other area businesses including quotes from business and property owners, and information about MoPP and other planning committee activities. This is another opportunity to enlist the help of marketing or business students from area universities and colleges.

Timing:	<i>Fall 1998</i>	Estimated Cost:	
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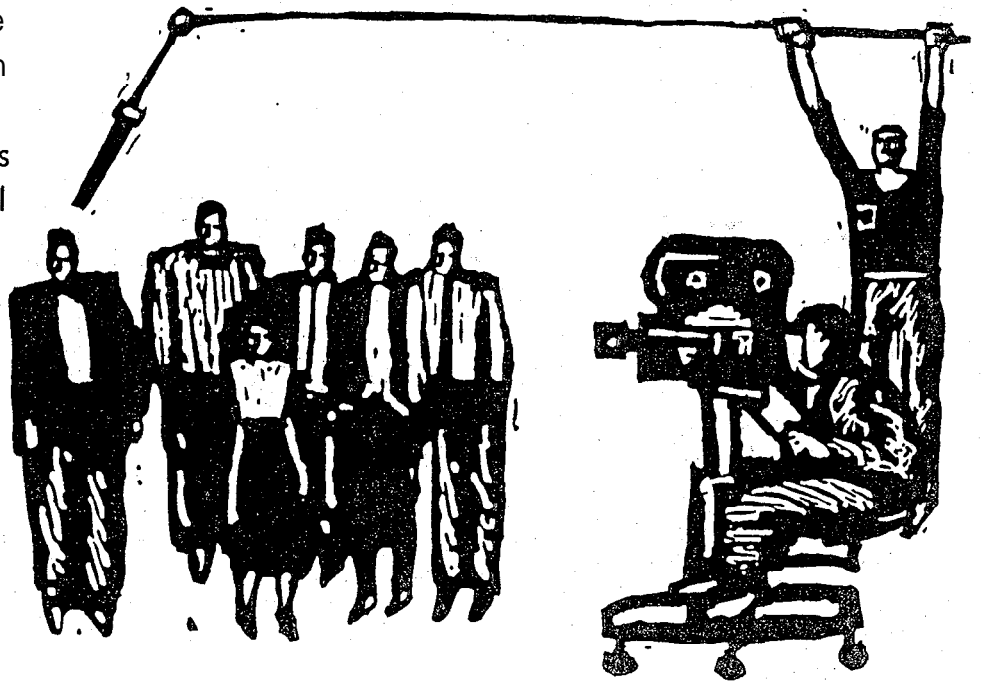
A Pike/Pine Community Forum on The Future of the Arts



We want to hear your ideas for making Pike/ Pine a mecca for artists, art-related businesses and institutions, and special arts events. Come to a forum on the future of the arts in Pike/Pine and the greater Capitol Hill / First Hill arts community!

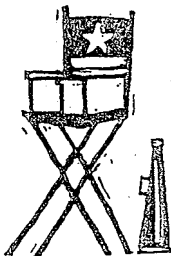
We hope to lay the groundwork for an enduring neighborhood Arts Council, which will work to promote the growth of an exciting arts community. We'll hear how arts organizations in West Seattle and Fremont have successfully encouraged the arts in their neighborhoods, and discuss issues such as:

- Increasing artist housing and studio spaces
- Developing more art and rehearsal/performance spaces
- Commissioning more public art in the neighborhood
- Producing local annual arts festivals
- Collaborating with the local business community



It's up to you!

When: Tuesday, April 21, 1998
6:00 - 8:00 p.m.
Where: The ARO space Club (formerly Moe's)
Corner of Pike Street and 10th



This forum is sponsored by the Pike/Pine Neighborhood Planning Committee. With funding from the City of Seattle's Neighborhood Planning Office, the committee is developing a comprehensive long-range plan for the future of the Pike/Pine Neighborhood. For more information, please contact the Pike/Pine Neighborhood Plan Hotline at 684-4386.

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by Matthew Stadler

RAYEC. RINGHOLZ, author of *On Belay!*, Elliott Bay, 101 S Main St, 624-6600, Thurs April 16, 7:30 pm, free. Ringholz's biographical huzzah to a ripe old mountaineer chronicles the life of 89 year-old climber Paul Betzoldt who is said to have said "there are old climbers and there are bold climbers, but there are no old bold climbers."

JANA HARRIS, author of *The Dust of Everyday Life*, University Bookstore, 4326 University Way NE, 634-3400, Thurs April 16, 7:00 pm, free. Harris's epic poem of the northwest puts rhyme and meter in service of grand sweeping plot and sumptuous characters—a startling pleasure!

PERSIMMONBLACKBRIDGE, author of *Prozac Highway*, and LIZARD JONES, author of *Two Ends of Sleep*, Red and Black Books, 432 15th Ave E, 322-7323, Thurs April 16, 7:30 pm, free. In last week's *Stranger*, reviewer Rebecca Brown called Persimmon Blackbridge's *Prozac Highway* "as funny as it is serious, as hopeful as it is sad, and as colorful and textured and many-voiced as the whole of Blackbridge's previous work." Blackbridge is joined by fellow Canadian Liird Jones for this evening of international prose.

MARISKUNDZINS, writer and artist, CRAG HILL,

BOOKS

Nutty Professor

Internationally t&owned psycho-guru, political editorialist, and philosophical bad-boy SLAVOJ ZIZEK will be in town to address the psychopolitics of sexuality and the Internet in a lecture titled "Is it Possible to Traverse the Fantasy in Cyberspace?" Zizek, author of *Enjoy Your Symptom!*, *Looking Awry*, and *The Plague of Fantasies*, will try to get his audience off in a wild romp through film, philosophy, politics and VR technology, displaying intellectual verve and wit of manic proportions. Also expect some hostility from the crowd: Zizek is notorious for raising the hackles of stodgy conservatives and New Age cybernerds alike. Let's just hope the evening isn't dominated by academic wonks—get your mind in gear, bring your friends, and enjoy "the best intellectual high since Anti-Oedipus!" *Slavoj Zizek lectures in the Architecture Hall, Architecture Building, University of Washington, 543-4180. Tuesday April 21, 7:00 pm, free.*—PAUL AXELROD



MITCHELL

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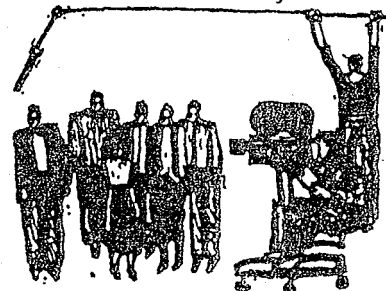
A Pike/Pine Community Forum on

The Future of the Arts

We want to hear your ideas for making Pike/ Pine a mecca for artists, art-related businesses and institutions, and special arts events. Come to a forum on the future of the arts in Pike/ Pine and the greater Capitol Hill/ First Hill arts community!

We hope to lay the groundwork for an enduring neighborhood Arts Council, which will work to promote the growth of an exciting arts community.

It's up to you!



When: Tuesday, April 21, 1998
6:00 - 8:00 pm
Where: The ARO Space Club (formerly Moe's)
Corner of Pike Street and 10th



For more information, please contact the Pike/Pine Neighborhood Plan Hotline at 624-4368.

News Release

FOR IMMEDIATE RELEASE
April 9, 1998

CONTACT:
Jennifer Harris, (206) 727-3424

COME TO A PIKE/PINE COMMUNITY FORUM ON THE FUTURE OF THE ARTS

The Pike/Pine Neighborhood Planning Committee invites the community to a forum on arts and culture in the Pike/Pine neighborhood and the wider Capitol Hill/First Hill community. The forum will be on Tuesday, April 21, from 6 to 8 p.m., at the ARO.space Club, 925 E. Pike St.

The forum is intended to lay the groundwork for an enduring neighborhood Arts Council, which will work to promote the growth of an exciting arts community. Members of arts organizations in West Seattle and Fremont will discuss how they have successfully encouraged the arts in their neighborhoods. The forum will also cover issues such as:

- Increasing artist housing and studio spaces
- Developing more art and rehearsal/performance spaces
- Commissioning more public art in the neighborhood
- Producing local annual arts festivals
- Collaborating with local businesses on arts events.

With funding from the City of Seattle's Neighborhood Planning Office, the Pike/Pine Neighborhood Planning Committee is developing a comprehensive long-range plan for the future of the Pike/Pine neighborhood.

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A Pike/Pine Community Forum on
The Future of the Arts

April 21, 1998

Agenda

Introduction

Jennifer Harris, Pike/Pine Arts Committee

Greg Waddell, Carlson Architects

Building a foundation for a community arts organization

Group discussion with guest panelists

What could an arts organization do for our community?

Examples: Artist housing ■ Performance spaces ■ Business-related arts events

Group discussion with guest speakers

Next steps

Jennifer Harris, Greg Waddell

**A follow-up meeting to discuss
developing an arts organization will be held**

April 28, 1998, 6 p.m.

ARO.space, 925 E. Pike

See reverse for panelists' bios

Guest panelists

Bitsy Bidwell, Washington State Arts Commission

Ms. Bidwell is the Community Arts Development Manager for the Washington State Arts Commission, a position she has held for the past 11 years. She draws on her broad range of experience in the arts to provide assistance to local arts councils and commissions, organizations that produce and present the arts, artists around the state, and others. She regularly offers workshops on grant writing to constituents within the state and has presented this workshop to national and international organizations.

Before coming to Washington, Ms. Bidwell worked for the Idaho Commission on the Arts for more than 11 years and held a variety of positions including Artists-in-Residence Program Coordinator, grants administrator and manager for seven grants programs, Public Information Officer, and 504 Regulations (Handicapped) Accessibility coordinator. She has an artistic background in theater and costume design and has dabbled in most of the arts at one time or another.

Barbara Luecke, Fremont Arts Council

Ms. Luecke joined the Fremont Arts Council in 1989, when it was suggested that she and Peter Toms use the Arts Council as a vehicle to establish the Fremont Solstice Parade, a community art celebration. She served as treasurer for five years, and continues to sit on the board, Ms. Luecke was also the Project Coordinator for the Fremont Troll and the Canal Bench Project. In her other life, she is a Project Coordinator with the King County Public Art Program.

Edie Neeson, ArtsWest

Ms. Neeson is the Executive Director of ArtsWest, a West Seattle community arts organization. She came to the arts through theatre, working in a community theatre in West Seattle. She worked as operations manager for Intiman Theatre from 1985 to 1989, during a time when the theatre relocated from the former Second Stage to their present location at Seattle Center. Ms. Neeson was an ArtsWest Board Member from 1990 to 1993 and was hired part-time as coordinator in 1994. She has been the full-time Executive Director since 1996.

News Release

FOR IMMEDIATE RELEASE
May 20, 1998

CONTACT:
Clark Pickett, (206) 448-6782

PIKE/PINE NEIGHBORHOOD READYING TO MAKE RECOMMENDATIONS TO CITY OF SEATTLE

The Pike/Pine Neighborhood Planning Committee invites the community to review its recommendations for short- and long-term neighborhood improvements on Wednesday, June 3rd. This meeting, which will be an informal open house, will be held from 6:30 to 8:30 p.m. at 1011 East Pike Street, next to Café Paradiso. After the meeting, the Planning Committee will submit its recommendations for short- and long-term actions to the City of Seattle's Neighborhood Planning Office.

"After two years of hard work, I think we have come up with a great set of recommendations," said Clark Pickett, chairman of the planning committee. "Business owners, residents, and people who work in the neighborhood all contributed to this effort. The plan reflects a balance among the priorities of all of these groups. The June 3rd open house is a chance for the community to confirm that we're headed in the right direction."

Among the recommendations in the draft plan are a reduction in the residential parking requirement to 1:1, extending a mixed-use zoning overlay to other parts of the neighborhood, and improvements to Boren Park. After a recent meeting drawing over eighty enthusiastic community members, the planning committee is also recommending forming a neighborhood arts council and establishing neighborhood-wide arts events.

"I love doing business in Pike/Pine," said Betsy Davis, owner of Portage Bay Goods and chair of the economic development committee. "We have a wonderful mix of independent businesses and a strong arts presence. The plan will help preserve what is already working and encourage future development that fits into the neighborhood."

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PHASE 2 - Turning our goals into actions

in Phase 2, the Housing and Land Use Committee developed four goals: preserve and develop affordable and low-income housing, encourage housing diversity, encourage government funding, and improve public policy.

GOAL: Preserve and develop affordable and low-income housing

Highlights of recommended actions

- Modify the Pike/Pine Overlay to remove the density limit for single purpose residential structures on some streets, and eliminate the **building-by-building** open space requirements of the Land Use Code.
- Extend the Pike/Pine Overlay to the C-2 zone for the purpose of allowing development of mixed-use structures.
- Modify the Pike/Pine Overlay to reduce the residential parking requirement to one space per unit, and permit further reductions in the number of spaces when the project will redevelop an existing property through Design Review.
- Expand the allowed distance between organizations sharing parking and allow the option of cooperative parking for residential uses.
- Create Residential Parking Zones.
- Allow reduced parking for low-income housing where the developer can show lower parking demand by the proposed tenants, or where the developer agrees to maintain a portion of the units at affordable rents.

GOAL: Encourage housing diversity

No specific recommendations. Housing in Pike/Pine is already becoming more diverse through market forces. Recommendations related to the preservation of existing affordable units are listed elsewhere.

GOAL: Encourage government funding

Highlights of recommended actions

- Create a Pike/Pine Housing Task Force, or a standing housing subcommittee of P/PUNC.
- Expand the Transfer of Development Rights (TDR) Program so that rights from Pike/Pine properties can be sold to developers of downtown commercial properties.
- Create a program for owners of existing buildings with affordable rents to obtain assistance with building improvements.

GOAL: Improve public policy

Highlights of recommended actions

- Modify the Pike/Pine Overlay as recommended above.
- Develop more programmatic and financing tools to preserve existing affordable, unsubsidized housing.

PHASE 2 - Turning our goals into actions

In Phase 2, the Arts 8 Culture Committee decided to pursue two goals, developing an arts organization and establishing more arts events in the Pike/Pine neighborhood.

GOAL: Establish a community-based arts organization

The arts organization will:

- Advocate for the arts in the Pike/Pine Neighborhood
- Serve as a resource to artists in identifying live/work spaces.
- Develop venues for all art forms including visual, literary and performance.
- Provide and encourage outreach to diverse populations, specifically youth, minority groups, the elderly, and unknown artists.
- Sponsor/organize arts events within the Pike/Pine neighborhood and provide administrative support for an Arts Exchange Network.

Highlights of recommended actions

Short-term

- Set up an office: Acquire a computer and software; establish e-mail, voice mail and a web site; and find temporary office space.
- Organize a volunteer cadre.
- Inventory the artists and arts resources in the Pike/Pine vicinity.

Mid-term

- Obtain 501 (c) (3) nonprofit status.
- Collaborate with businesses and institutions towards more art and arts awareness

Long-term

- Establish a permanent Arts Center.
- Promote the retention, development and ownership of area buildings for art and art-related uses, including housing and live/work spaces.
- Establish art programs available to street youth.
- Cultivate diversity and independence in arts projects.

GOAL: continue to create, support and promote arts events and projects

Highlights 0% recommended actions

Short-term

- Organize and promote a neighborhood arts festival during Summer **1998**, including an "arts exchange."
- Coordinate a "Night Lights" event during the **1999** Fringe Festival.
- Extend "Arts Orbit" to include alternative venues for arts, such as cafes.
- Organize a volunteer cadre.

Mid-term

- Install art-topped kiosks on sidewalks, for handbills and posters.
- Acquire trash cans and utilize cans as media for local artists.
- Develop more venues for art and arts activities.

Long-term

- Expand annual summer arts festival
- Expand "Night Lights" event.

PHASE 2 - Turning our goals into actions

The goals created by the Economic Development Committee fall into three main areas: 1) maintain Pike/Pine's **existing** retail culture, 2) market and promote the business district, and 3) collaborate with other organizations to create an attractive, pedestrian friendly environment in which businesses thrive.

GOAL: Maintain the existing retail culture of the Pike/Pine neighborhood.

Highlights of recommended actions

Short-term

- increase area business membership in the Merchants of Pike/Pine (MOPP).
- Increase coordination between MOPP, the Broadway BIA and the Capitol Hill Chamber of Commerce.

Mid-term

- Explore ways to keep rents affordable to support small, independent businesses.

Long-term

- Expand MOPP's influence.
- Consider formation of a Public Development Authority, Community Development Corporation, Community Land Trust or other organization to achieve rent affordability and business ownership goals.
- Perform ongoing outreach to property owners to relate business district vision and goals. Get landowners on board with list of needs/wants.

GOAL: Support the business district through marketing and promotions

Highlights of recommended actions

Short-term

- Create temporary kiosks to use for advertising and community notices, drawing on the arts community for design support.

- Work with area merchants to get commitment for “Moonlight Madness” - one night per week late hours (9pm Thursday). Sponsor a kick-off event.
- Promote awareness of parking options, especially for neighborhood events.

Mid-term

- Market the neighborhood through a marketing kit, web page, and a directory of area merchants and restaurants.

Long-term

- Establish permanent kiosks in locations throughout the neighborhood.
- Promote greater balance of daytime and nighttime, encouraging merchants to stay open until 9 p.m.
- Market to area outside neighborhood to attract larger audience.
- Perform further economic analysis to tailor marketing efforts.

*GOAL: collaborate with other organizations to create
A M environment in which businesses thrive.*

Highlightsof recommended actions

Short-term

- Coordinate with Urban Design Committee to make intersections on Pike and Pine more pedestrian-friendly.
- Obtain additional trashcans and pick-up from city for Pike/Pine corridor. Solicit local artists or students to decorate trash cans.

Mid-term

- Repair, replace and widen existing sidewalks in the Business District and provide benches throughout the business district as new development occurs.

Long-term

- Coordinate with the Capitol Hill-Pike/Pine neighborhood parking study.

Key Integrated Strategies

During Pike/Pine's neighborhood planning process, community volunteers formed committees to prepare portions of the neighborhood plan addressing arts & culture, housing, economic development, land use, urban design, human services, and transportation. When taken together, many of these committee recommendations form integrated strategies for reaching a common goal. The 'Pike/Pine neighborhood has developed three of these strategies.

Strategy 1 - Strengthen the

Neighborhood's Mixed-use Character

Pike/Pine is a lively neighborhood thanks to its mix of residents, restaurants, retail businesses, and other commercial and manufacturing activity. Many of the actions recommended in Phase 2 Neighborhood Planning focused on strengthening this diversity by encouraging reasonably-priced housing, promoting the business district, preserving the neighborhood's architectural character, increasing art-related facilities and activities, and creating a pedestrian-oriented environment.

Recommendations:

- **Modify the Pike/Pine Overlay** to remove the 1:400 density limit for single purpose residential structures on the north/south streets, to eliminate the building-by-building open space requirement of the Seattle Land Use Code. Also modify the Overlay to include a Community Heritage District that would provide

preservation incentives and design review for the rehabilitation and remodeling of existing structures.

- Develop the **Seattle Police** parking lot on **12th Avenue** East as an affordable mixed-use project, and work with Capitol Hill Housing Improvement Group to identify and develop sites for other affordable mixed-use projects.
- **Increase the parking supply** by implementing improved on-street parking management, **introducing** some angle parking, and enforcement and consolidating loading/restricted-parking zones. Also, modify the Pike/Pine Overlay to reduce the residential parking requirement to one space per unit.
- **Revise traffic-lane configuration** on East Pike Street and install crosswalks at specific intersections.
- **Promote and expand membership** in the Merchants of Pike/Pine business organization.
- **Establish a permanent arts organization** to promote arts activities and facilities
- Work **with non-profit organizations** in the community to identify opportunities for the co-location of their facilities. Such organizations could include non-profit housing groups, Merchants of Pike/Pine and other business groups, arts and culture organizations, human and social services organizations, and more.
- **Work with Washington State Convention & Trade Center** (WSCTC) to promote the neighborhood with activities such as distributing informational materials about the Pike/Pine Neighborhood and directing conventioners toward the shopping/entertainment opportunities in the neighborhood.
- **Install kiosks, banners and public art.**
- **Increase green space** on the north/south residential streets west of Broadway.

strategy 2 - strengthen the west End

Entry

The Interstate 5 freeway presents both a perceived and physical barrier between the Pike/Pine neighborhood and a thriving downtown. By enhancing the western entry to the neighborhood with urban design and public art techniques, the neighborhood **will** gain a stronger identity as a diverse area with unique opportunities for shopping, recreation and entertainment.

Recommendations:

- **Reconstruct Boren Park** to create a safe and attractive open space for residents and visitors to the neighborhood.
- **Extend public art installations** from the Washington State Convention and Trade Center (WSCTC) east on Pike Street to Minor Avenue.
- **Enhance the visual and pedestrian connections** into the neighborhood on Pike Street and Pine Street by the installation of public art, pavement features, landscaping, special street lighting and the lighting of specific building facades/domes.
- **Light the four columns in Pike/Boren Park** and improve park access, landscaping and furniture.
- Enhance **the intersections** of Minor Avenue/East Pine and Minor Avenue/East Pike by the installation of public art, pavement features, landscaping, special street lighting and the lighting of specific building facades/domes

Strategy 3 - Strengthen the Neighborhood Core East of Broadway

The heart of the neighborhood lies between Broadway, 12th Avenue East, East Pine Street and Madison. The following recommendations would develop this area into a cohesive core of mixed-use buildings and pedestrian-friendly streets.

Recommendations:

- **Extend the Pike/Pine Overlay** zoning boundary to include the area zoned C-2 to allow the development of mixed-use buildings.
- **Change traffic patterns from two-way streets to** one-way northbound on 10th Avenue East from East Union Street to East Pine Street, and southbound on 11th Avenue East from East Pine Street to Madison Street.
- **Ensure the most efficient and effective use of street frontage** by consolidating loading/restricted-parking zones and providing diagonal parking on the revised one-way avenues and on East Union Street.
- Expand **sidewalk width** by four feet on 10th Avenue East, 11th Avenue East and the south side of East Pike Street.
- **Continue the installation of curb** bulbs to include all intersections in the core area.
- **Enhance** pedestrian **access across East** Pine between the core area, Bobby Morris playing fields, and the proposed Lincoln Reservoir Park.

Pike/Pine Community Open House: June 3, 1998

COMMENT FORM

Thanks for coming! Please take a few minutes to give your ideas about the planning committees' recommendations. Return this form to the box at the sign-in table or send it to the address on the back.

1. Do you live/work in the area?

Pike/Pine

- ☐ Live
☐ Work

First Hill

- ☐ Live
☐ Work.

Capitol Hill

- ☐ Live
☐ Work

Other _____

- ☐ Live
CI Work

2. Please share your thoughts on the recommendations from each committee. Rate your support of each recommendation as follows:

Strongly oppose.	Oppose somewhat	No opinion	Support somewhat	Strongly support
1	2	3	4	5

Arts and Culture Committee

Recommendation	Rating (1-5)
Create an arts council	

Comments:

Urban Design Committee

Recommendation	Rating (1-5)

Comments:

Housing and Land Use Committee

Recommendations	Rating (1-5)
Create a Pike/Pine Housing Task Force, or a standing housing subcommittee of P/PUNC.	
Expand the Transfer of Development Rights (TDR) Program so that rights from Pike/Pine properties can be sold to developers of downtown commercial properties. Create a program for owners of existing buildings with affordable rents to obtain assistance with building improvements. It is recommended that the City consider use of City resources for a modest program of this type and that the City continue to explore as many options as possible to preserve housing affordable to	

The Future of the Arts: A Pike/Pine Community Forum

COMMENT FORM

Thanks for coming! Please take a few minutes to share your ideas about the possibility of forming a local community arts organization in the Capitol Hill/First Hill community.

1. Do you live/work in the community?

Pike/Pine

☐ Live

☐   &

Capitol Hill

☐ Live

☐ Work

first Hill

☐ Live

☐ Work

2. Are you involved with the arts?

☐ Artist

☐ Arts-related business

☐ Arts-related organization

Please describe:

3. What is your interest in attending this forum?

4. Do you support the creation of a local community arts organization (i.e. arts council)?

Not at all

Not very much

Somewhat

A great deal

If not, why not?

5. If you support the creation of an arts council, why do you think it's important? What would you like it to do? Please check each of the functions you would like an arts council to perform, and label the two most important as 1 and 2.



1 or 2



Increase artist housing and studio spaces.



Produce local annual arts festivals.



Commission more public art in the neighborhood.



Develop more art and rehearsal/performance spaces.



Collaborate with local businesses to organize arts-related events.



Other: _____

Comments:

Join us for our Launching Party!

The Pike/Pine Neighborhood Planning Committee is celebrating the completion of our recommendations for short- and long-term actions and improvements, to be included in the draft Neighborhood Plan.

Among the recommendations are:

- Improving the pedestrian character of our streets
- Improving parking availability and management
- Improving Boren Park
- Maintaining existing independent businesses and improving the business environment
- installing art-topped kiosks
- Forming a community based arts organization
- Amending code requirements to encourage affordable housing
- Extending the mixed-use zoning overlay to other parts of the neighborhood

Please join us at this open house and share your thoughts on these and other recommendations!

Pike/Pine Community Open House

Wednesday, June 3

5:30 to 8:30 p.m.

1011 East Pike, next to Cafe Paradiso

Draft Neighborhood Plans will be available at the open house, or may be reviewed at the Henry Branch Library at 425 Harvard Avenue East, the Capitol Hill Neighborhood Service Center at 501 19th Avenue East, the Seattle Central Community College library, and at Portage Bay Goods at 1121 Pike Street.

Written comments will be received until July 1st, and comments will be received at the July 1st P/PUNC-Planning Committee meeting. Questions? Please contact Philip Fujii at 684-8073.

Dear Mark: What do I think about your theory? What do I think?? I think you've let the goddam cat out of the bag! I think you've opened Pandora's box!! DO YOU REALIZE WHAT YOU'VE DONE??!!



OO YOU?? Your little "Occurrence at Owl Creek Bridge" theory—that old literary wheeze where the protagonist is almost killed at the beginning of a story, walks around doing stuff, and then realizes, "Hey! I've been dead the whole time, dagnabbit!"—blows a gaping goddam hole in MY little

theory that the writers for *Seinfeld* are nothing more than retarded-red-ass APES! Even though this "Whoops, I'm dead" idea has been done before on series finales—like *Newsnight*, where the entire series was a dream within another sitcom, or on *St. Elmo's Fire*, when we discover the show was imagined by an autistic kid—the idea that *Seinfeld*'s writers are actually "cognizant" and actually able to form cohesive thoughts, goes against *everything* I've written in the past TWO YEARS!! All my work—RUINED!! Thanks a whole hell of a lot, Mark!

But if what Mark sez is true, here's something even more horrifying! If the writers of *Seinfeld* are capable of linear thought processes, what does this say about *Home Improvement*? What does it say about *Caroline in the City*? What does it fawk- say about *Dr. Quinn, Frontier Proctologist*? Are these shows actually brilliant, and we're the dummies? It's like the final scene in *Planet of the Apes*! Reality has gone down the crapper! The crazy people are running the asylum! Up is down! Down is up! Fawk is fuck!

Dear reader, YOU'VE got to help me! Either bunk or de-bunk Mark's theory and email your opinion to me (stace@thestranger.com)—and while you're at it, cc. it to that troublemaker Mark (markmurphy@scant.com) too! Who knows? Maybe we'll discover that in actuality, the final *Seinfeld* episode never *really* happened at all! Maybe we're the ones who are dead, and our personal Hell is to read my "I" column week after week! Wahhhh! I'm SCARED! ☹

ensue in the video montage entitled "Look Out! for that Wheat-Thresher!"

8:00 7 *Touched by an Angel*: What's up with all this "angel touching," anyway? You know, if I *want* to be touched by an angel, I'll ask—OKAY!? Till then, keep your goddam touchy-feely angel fingers off the Hump!

MONDAY, JUNE 1

8:00 11 *The New Love Boat*: When the ship is discovered to be listing to one side, Cap'n Robert Urich is horrified to learn it's because he's so tubby.

9:00 13 *Ally McBeal*: I think it's time to vote: Is Calista Flockhart (Ally) the cutest thing you've ever seen, or do you want to shove her head in the crapper?

TUESDAY, JUNE 2

8:00 22 *Buffy the Vampire Slayer*: Summer's comin' and it's time to get caught up on all the great *Buffy* episodes you've missed! Tonight: Buffy finds the perfect man, and—oh, great! He's a vampire!

WEDNESDAY, JUNE 3

8:30 4 *Dharma & Greg*: America's favorite hippie! yuppie!

Join us for our
launching party!

The Pike/Pine Neighborhood Planning Committee is celebrating the completion of our recommendations for short and long-term actions and improvements, to be included in the draft Neighborhood Plan. Please join us at this open house and share your thoughts on the recommendations:

Pike/Pine Community Open House
Wednesday, June 3rd
5:30 to 8:30 pm
1011 East Pike, next to Cafe Paradiso

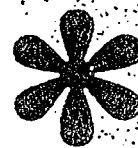
If you have questions or would like to know where you can review the draft neighborhood plan.
Contact Philip Fujii at 684-8073

MAYFIELD

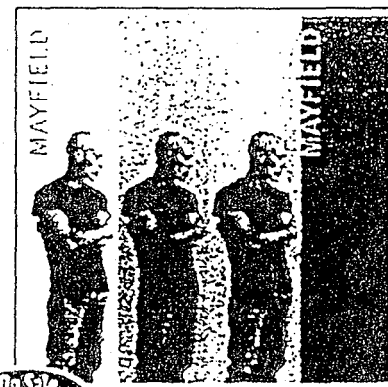


Mayfield
includes
Curt Smith
of Tears
For Fears

Performing at AROspace
June 1st



THE NEW ALBUM
ON SALE AT
SILVER PLATTERS



On Sale
\$12.85

Sale ends 6/8/98

Silver
Platters

NORTHGATE:

9560 First Avenue NE,
1/2 mile south of mall,
524-DISC

SOUTHCENTER:

16935 Southcenter Parkway,
Mexico Car Toys

households earning between 50% and 80% of median income.	
Include the Pike/Pine neighborhood in those neighborhoods eligible for the 10-year tax abatement program.	
Remove the 1/400 density limit for single-purpose residential structures on the north/south streets off of Pike, Pine, and Broadway.	
Modify the requirement for a 13' ceiling in the commercial spaces of mixed-use structures by allowing an additional 4' of height to accommodate commercial ceiling height and increased space for residential use.	
Extend the Pike/Pine Overlay to the C-2 zone for the purpose of allowing development of mixed-use structures.	
Change the Design Review Guidelines so modulation , as defined by the Land Use Code, is not required if a building is articulated to the Board's satisfaction.	
Allow the option of seeking code departures through the Design Review process for rehabilitation or redevelopment projects.	
Eliminate the building-by-building open space requirements of the Land Use Code by through the Pike/Pine Overlay.	
Modify the Pike/Pine Overlay to reduce the residential parking requirement to one space per unit, and permit further reductions in the number of spaces, through Design Review, when the project will redevelop an existing property.	
Expand the allowed distance between uses sharing parking.	
Allow the option of cooperative parking for residential uses.	
Create Residential Parking Zones.	
Allow reduced parking for low-income housing where the developer can show lower parking demand by the proposed tenants.	

Comments:

Economic Development Committee

Recommendation	Rating (1-5)

Comments: